Decision Making Techniques

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Major techniques used in Group Decision Making

- Brain storming
- Nominal group technique
- Delphi technique
- Devil's advocacy
- Electronic meetings
- Fish bowling
- Didatic Interaction
- Interacting groups

Brain Storming

- Developed by Alex Osborn.
- Brainstorming is a group technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its member.
- Generate as many ideas as possible, suspending evaluation until all the ideas have been suggested.

Guidelines for Brain Storming

- Criticism of ideas is not allowed.
- No idea is considered too far out.
- People are encouraged to state publicly any of their ideas.
- Participants are encouraged to build on the suggestions of others.
- As many ideas as possible are encouraged.

Nominal Group Technique (NGT)

- Developed by Andre Delbecq and Andrew Van de Ven at the university of Wisconsin.
- Individuals silently list their ideas.
- Ideas are written on a chart one at a time until all ideas are listed.
- Discussion is permitted but only to clarify the ideas.
- No criticism allowed.
- A written vote is taken.

Delphi Technique

- Originated at the Rand Corporation to gather judgements of experts for use in decision making.
- Developed by Norman Dalkey and Olaf Helmer.
- Used for forecasting future events.
- Fifteen to twenty experts are involved
- Structured questionnaire is sent to these experts
- There is no interaction between them.
- A summary is prepared by taking the opinions of the experts.

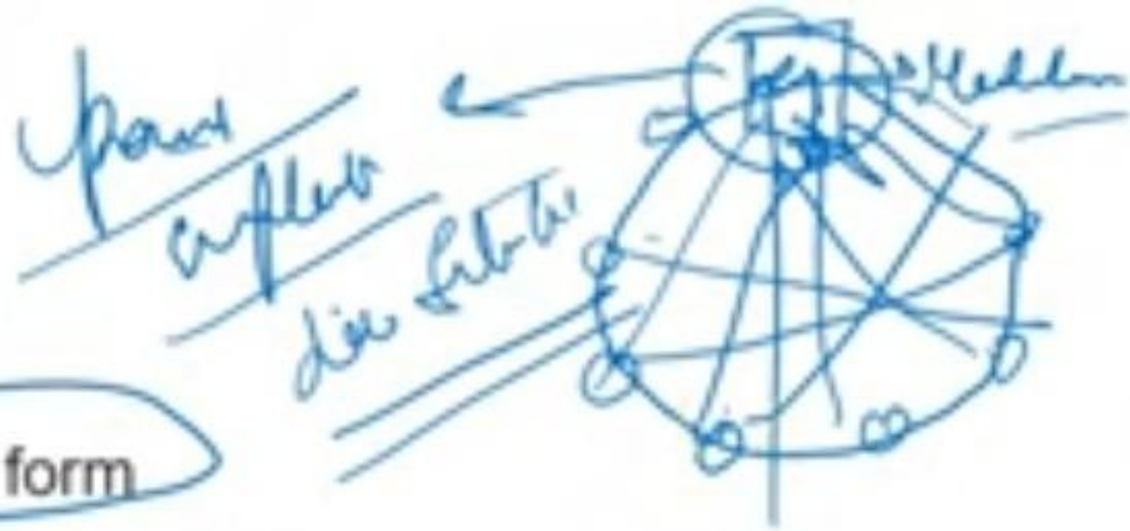
Devils Advocate

- An individual is given the role of critic whose task is to come up with the potential problems in proposed option.
- His role is identify all the possible flaws in a group decision.
- Other group members has to respond and satisfy him with the solution on the problem raised.
- Helps to avoid costly mistakes by identifying pitfalls in advance.

Electronic Meeting

- The members of the group interact with the help of computers through connected computer terminals.
- Projector screen is used to show the individual comments and votes on an issue.
- This method reduces group think and the time wasted in socializing the meeting

Fish Bowling



- All the members are seated in a circle form
- One person sits in the centre chair and gives his suggestion to the problem.
- Members can ask questions to that person.
- No two members are allowed to talk to each other than with the person seated in the center
- After all views are expressed, the one with consensus is selected.

Didactic Interaction

- This is used only where there is YES- NO application
- Two groups are created -
- One favouring YES and Other favouring NO
- Both groups discuss their view points and find out weaknesses in their sides.
- Finally it results in mutual acceptance of facts.

Interacting Groups

- Most of the decision making in a group happens in a meeting.
- The most important advantage is that the members can interact face to face.
- Disadvantage is that the decisions taken in interacting groups are affected by group think, pressure to conform etc.